## Edgar Filing: POPE GREGORY L - Form 4

POPE GREG	ORY L									
Form 4	011									
October 17, 20										
FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION								OMB APPROVAL		
Check this	Washington, D.C. 20549 Check this box						OMB Number:	3235-0287		
if no longe subject to Section 16 Form 4 or Form 5 obligations may contir <i>See</i> Instruct 1(b).	Filed purs Section 17(a)	ENT OF CHAN uant to Section 1 ) of the Public U 30(h) of the In	SECUR 6(a) of the tility Hold	ITIES e Securiti ling Com	es Ez pany	chang Act o	e Act of 1934, f 1935 or Section	Expires: Estimated a burden hou response n		
(Print or Type Re	esponses)									
1. Name and Ad POPE GREG	ldress of Reporting P ORY L	Symbol ROCK	ROCKY MOUNTAIN CHOCOLATE FACTORY INC				5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner			
(Last) 265 TURNEI		iddle) 3. Date o (Month/I	3. Date of Earliest Transaction (Month/Day/Year) 10/13/2011				Director 10% Owner X Officer (give title Other (specify below) below) VP Franchise Development			
		4. If Amendment, Date Original Filed(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person				
DURANGO,	CO 81301						Form filed by N Person	Iore than One Re	porting	
(City)	(State) (Z	Zip) Tab	le I - Non-D	erivative S	Securi	ties Acc	uired, Disposed of	f, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securi on(A) or Di (D) (Instr. 3,	spose	d of	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Common	10/13/2011	10/13/2011	S	7,259	D	\$ 8.25	10,480	D		

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	7. Titl Amou Under Secur (Instr.	ınt of rlying	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secu Bene Owna Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Addro	ess	Relationships						
	Director	10% Owner	Officer	Other				
POPE GREGORY L 265 TURNER DRIVE DURANGO, CO 81301			VP Franchise Development					
Signatures								
/s/ Gregory L. Pope	10/17/2011							
**Signature of Reporting Person	Date							

## **Explanation of Responses:**

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.